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WHAT IS CLAIMED IS:

1. An image sensing apparatus which senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

detection means for detecting a zoom speed of the zoom function;

display means for displaying the sensed image;

designation means for designating a desired

10 partial region in the sensed image;

compression means for compressing a designated region designated by said designation means and a non-designated region using different characteristics; and

- control means for controlling the designated region on the basis of the zoom speed detected by said detection means.
 - 2. The apparatus according to claim 1, wherein when the zoom speed detected by said detection means is less than a predetermined speed, said control means changes the designated region in synchronism with zoom operation by the zoom function.
 - 3. The apparatus according to claim 1, wherein when the zoom speed detected by said detection means is not
- 25 less than a predetermined speed, said control means

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changes the designated region after completion of zoom operation by the zoom function.

- 4. The apparatus according to claim 1, wherein when the zoom speed detected by said detection means is less than a predetermined speed, said control means changes the designated region in synchronism with zoom operation by the zoom function, and when the zoom speed detected by said detection means is not less than a predetermined speed, said control means changes the designated region after completion of the zoom operation.
- 5. The apparatus according to claim 1, wherein when the zoom speed detected by said detection means is not less than a predetermined speed, said control means cancels the designated region during zoom operation by the zoom function, and changes the designated region after completion of the zoom operation.
- 6. The apparatus according to claim 1, wherein said compression means compresses the designated region at a lower compression ratio than the non-designated region.
- 7. The apparatus according to claim 1, wherein said compression means includes discrete wavelet transformation.
- 8. The apparatus according to claim 1, wherein said display means displays the designated and non-designated regions distinct from each other.

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A control method for an image sensing apparatus which senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

the detection step of detecting a zoom speed of 5 the zoom function;

the display step of displaying the sensed image; the designation step of designating a desired partial region in the sensed image;

the compression step of compressing a designated 10 region designated in the designation step and a non-designated region using different characteristics; and

the control step of controlling the designated region on the basis of the zoom speed detected in the detection step.

- The method according to claim 9, wherein the control step includes the step of changing, when the zoom speed detected in the detection step is less than a predetermined speed, the designated region in
- synchronism with zoom operation by the zoom function. The method according to claim 9, wherein the 11. control step includes the step of changing, when the
 - zoom speed detected in the detection step is not less than a predetermined speed, the designated region after
- 25 completion of zoom operation by the zoom function.

- 12. The method according to claim 9, wherein the control step includes the step of changing, when the zoom speed detected in the detection step is less than a predetermined speed, the designated region in
- synchronism with zoom operation by the zoom function, and changing, when the zoom speed detected in the detection step is not less than a predetermined speed, the designated region after completion of the zoom operation.
- 10 13. The method according to claim 9, wherein the control step includes the step of canceling, when the zoom speed detected in the detection step is not less than a predetermined speed, the designated region during zoom operation by the zoom function, and
- changing the designated region after completion of the zoom operation.
 - 14. The method according to claim 9, wherein the compression step includes the step of compressing the designated region at a lower compression ratio than the non-designated region.
 - 15. The method according to claim 9, wherein the compression step includes discrete wavelet transformation.
- 16. The method according to claim 9, wherein the display step includes the step of displaying the

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designated and non-designated regions distinct from each other.

17. A computer readable memory that stores a program code for controlling an image sensing apparatus which senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

a program code of the detection step of detecting a zoom speed of the zoom function;

a program code of the display step of displaying 10 the sensed image;

a program code of the designation step of designating a desired partial region in the sensed image;

a program code of the compression step of

15 compressing a designated region designated in the

designation step and a non-designated region using

different characteristics; and

a program code of the control step of controlling the designated region on the basis of the zoom speed detected in the detection step.

18. An image sensing apparatus which senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

operation means for executing

enlargement/reduction zoom operation by the zoom function;

display means for displaying the sensed image; designation means for designating a desired partial region in the sensed image;

compression means for compressing a designated

region designated by said designation means and a

non-designated region using different characteristics;
and

control means for controlling the designated region on the basis of zoom operation by said operation means.

- 19. The apparatus according to claim 18, wherein said control means changes the designated region in accordance with zoom operation by said operation means.
- 20. The apparatus according to claim 18, wherein said control means inhibits the designated region from being changed during zoom operation by said operation means, and changes the designated region on the basis of operation contents of the zoom operation after completion of the zoom operation.
- 20 21. The apparatus according to claim 18, wherein said control means cancels region information that pertains to the designated region during zoom operation by said operation means, and changes the designated region on the basis of operation contents of the zoom operation
- 25 after completion of the zoom operation.

- 22. The apparatus according to claim 18, wherein said compression means compresses the designated region at a lower compression ratio than the non-designated region.
- 23. The apparatus according to claim 18, wherein said compression means includes discrete wavelet transformation.
- 24. The apparatus according to claim 18, wherein said display means displays the designated and non-designated regions distinct from each other.
- 10 25. A control method for an image sensing apparatus which senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

the display step of displaying the sensed image; the designation step of designating a desired partial region in the sensed image;

the compression step of compressing a designated region designated in the designation step and a non-designated region using different characteristics; and

- the control step of controlling the designated region on the basis of enlargement/reduction zoom operation by the zoom function.
 - 26. The method according to claim 25, wherein the control step includes the step of changing the
- 25 designated region in accordance with the zoom operation.

- 27. The method according to claim 25, wherein the control step includes the step of inhibiting the designated region from being changed during the zoom operation, and changing the designated region on the basis of operation contents of the zoom operation after
- 5 basis of operation contents of the zoom operation after completion of the zoom operation.
 - 28. The method according to claim 25, wherein the control step includes the step of canceling region information that pertains to the designated region
- during the zoom operation, and changing the designated region on the basis of operation contents of the zoom operation after completion of the zoom operation.
 - 29. The method according to claim 25, wherein the compression step includes the step of compressing the
- designated region at a lower compression ratio than the non-designated region.
 - 30. The method according to claim 25, wherein the compression step includes discrete wavelet transformation.
- 20 31. The method according to claim 25, wherein the display step includes the step of displaying the designated and non-designated regions distinct from each other.
- 32. A computer readable memory that stores a program code for controlling an image sensing apparatus which

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senses an object image, and has a zoom function of enlarging/reducing a sensed image, comprising:

a program code of the display step of displaying the sensed image;

a program code of the designation step of designating a desired partial region in the sensed image;

a program code of the compression step of compressing a designated region designated in the designation step and a non-designated region using different characteristics; and

a program code of the control step of controlling the designated region on the basis of enlargement/reduction zoom operation by the zoom function.